UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF NEW YORK

PURE POWER BOOT CAMP, INC.; PURE POWER BOOT-CAMP FRANCHISING CORPORATION; and PURE POWER BOOT CAMP JERICHO INC.,

Plaintiffs,

- against -

WARRIOR FITNESS BOOT CAMP, LLC; ALEXANDER KENNETH FELL a/k/a ALEX FELL, Individually; RUBEN DARIO BELLIARD a/k/a RUBEN BELLIARD, Individually; JENNIFER J. LEE, Individually; and NANCY BAYNARD, Individually,

Defendants.

Case No. 08-cv-4810 (JGK)

NOTICE OF APPEARANCE

PLEASE TAKE NOTICE that Eli Z. Freedberg, Esq. of the law firm Fox

Rothschild LLP, hereby enters his appearance as counsel for Warrior Fitness Boot Camp, LLC,

Alexander Kenneth Fell, a/k/a/ Alex Fell, Ruben Dario Belliard, a/k/a Ruben Belliard, Jennifer J.

Lee and Nancy Baynard (collectively the "Defendants"), to represent them in connection with
the above-captioned proceeding (the "Proceeding"). Mr. Freedberg's address and telephone
number are:

Fox Rothschild LLP 100 Park Avenue, 15th Floor New York, New York 10017 Attn: Eli Z. Freedberg, Esq.

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Dated: New York, New York

June 12, 2008

FOX ROTHSCHILD LLP

Counsel to Defendants

Warrior Fitness Boot Camp, LLC, Alexander Kenneth Fell, a/k/a/ Alex Fell, Ruben Dario Belliard, a/k/a Ruben Belliard, Jennifer J. Lee

and Nancy Baynard

By:

Eli Z. Freedberg (EF-6854) 100 Park Avenue, 15th Floor

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CERTIFICATE OF SERVICE

I hereby certify that on June 12, 2008, I electronically filed the foregoing Notice of Appearance with the Clerk of the District Court using the CM/ECF system, which sent notice of such filing to the following:

Richard L. Herzfeld, Esq. Bahn, Herzfeld & Multer, LLP 555 Fifth Avenue, 14th Floor New York, NY 10017

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